

The New Ingredients & Products Zones are the most popular visitor attractions. They are free-to-attend and they showcase the latest products which hit the market within the past 12 months (since May 2018).

A staggering 70% of the visiting audience attended the area in 2018

The cost to have your product (introduced to the market after May 2018) featured in this area is €600 per product and maximum of 2 products per company can be submitted via the [Sponsorship Shop](#).

The final deadline for registrations is Friday 22 February but limited spaces are available so we can't guarantee availability. Please note:

- The registrations are accepted on first come first served basis
- In order secure a Display you will need to have the information requested on the Online Form.
- You can't secure a Display and decide later what product you will showcase

What happens next? Once the registration is closed on the 22 February, you will receive an email advising whether your submission has been successful or not. Successful applicants will receive an invoice and the delivery samples instructions.

How will my product be promoted?

Pre event: Your product will be featured in the New Ingredients & Products Directory which will be accessible online from April 2019 until August 2019.

It will also be considered for inclusion within pre-event promotional materials as well as circulated in press releases to the industry's international media.

At event:

- Your product display card (designed and printed by the Vitafoods team) will include your company logo, name of product, product description and stand number that will be placed next to the product.
- Your product will be featured in the New Ingredients & Products Directory which will be

How many product samples should I ship/bring and when?

You will need to supply just one sample per entry to Information Point which is located at the Visitor Entrance between 10:00 and 15:00 on Monday 6 May.

If you can not deliver it during these hours, please email maria.sidiropoulou@informa.com as soon as possible to arrange an alternative delivery option.

Please note: The Organisers will not be responsible for the return of samples. Any remaining samples should be collected by Thursday 9 May at 16:00 from the New Ingredients & Products Zones or they will be disposed of by the Organisers.

How is my product going to be displayed?

- The products will be placed in individual perspex boxes. Exhibitors will be allocated a box position based on time of registration.
- The size of each display area is 25cm (W) x 25cm (H) x 25cm (D) and will also include an A6 display cards (10.5cm (W) x 14.5cm (H)). Please ensure that your product can fit in the provided area allowing space for a display card.
- Display boxes will be locked at all times after 09:00 on Tuesday 7 May, until 16:00 on Thursday 9 May. If you need to replace products etc, please visit the Organiser's Office, where somebody will be able to help you.
- Products will be displayed as per the description of layout submitted via the Exhibitor Manual. If this is not supplied, then no alterations can be made to the positioning of the product.

Where should I bring/deliver my sample?

- Samples MUST be delivered on Monday 6 May between 10:00 and 15:00 in person, clearly labelled (you will receive a label for your items closer to the date).
- If shipping your sample please use the following address and ensure delivery on Monday 14 May only. Items arriving before that date will not be accepted and could cause delays to displaying your product
- EFI logistics, the official freight forwarder can assist with arranging delivery and liaising with customs. Contact vitafoods@efilogistics.com for more information